

Application No. 10/523,754

Docket No.: NY-GRYN 215-US

Amendment dated March 20, 2009

Amendment to Non-Final Office Action of March 5, 2009

AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions and listings in this application.

1-60. (Canceled)

61. (Currently amended) A system for referencing websites on the Internet indexed by research tools, comprising:

a database;

a client interface on a server for granting a client computer associated with a client managing a referenced website access to said database via a network;

a consultant interface on said server for granting access to a consultant computer associated with a consultant responsible for the referencing of a website to said database via said network;

a said server for providing distinct data to said client computer or said consultant computer according to the interface used for accessing said database;

a visibility module for analyzing the visibility of a website in the Internet to provide a visibility data and storing said visibility data in said database, wherein the visibility of said website is the rate of appearance or classification of said website in a list of results proposed by a search tool in response to a keyword; and

a translating module for:

reading the content of said website;

generating URL addresses for all pages of said website;

associating, for each URL address, a title, key words, a description, a detailed description and a TAG to provide associated data;

generating an XML document including said associated data;

Application No. 10/523,754

Docket No.: NY-GRYN 215-US

Amendment dated March 20, 2009

Amendment to Non-Final Office Action of March 5, 2009

integrating an anti-spam filter to adapt said XML document to a plurality of search tools; and

directly submitting said associated data formatted in XML language to be read by a spider of each of said plurality of search tools, thereby permitting indexation of said associated data contained in said XML document to be published in said lists of results.

62. (Canceled)

63. (Previously presented) The system of claim 61, wherein said visibility module is operable to obtain the classification of said website in said list of results proposed by indicated search tools based on furnished keywords, a list of selected search tools and a particular URL.

64. (Previously presented) The system of claim 61, wherein said visibility module is operable to automatically present said visibility data in a dedicated data processing format to said client via said client interface or to said consultant via said consultant interface.

65. (Previously presented) The system of claim 64, wherein said consultant interface is operable to add images and commentaries to said visibility data and wherein said client interface is operable to transmit said images and commentaries to said client.

66. (Previously presented) The system of claim 61, wherein said consultant interface is operable to modify the presentation of said list of results and operable to select said keyword from one of the following: an exact expression or parts of said expression.

Application No. 10/523,754

Amendment dated March 20, 2009

Amendment to Non-Final Office Action of March 5, 2009

Docket No.: NY-GRYN 215-US

67. (Previously presented) The system of claim 61, wherein said consultant interface is operable to present at least one of the following modules within said visibility module:

a ranking submodule for selecting data relative to the classification of a URL in regard to a plurality of search engines;

an evolution submodule for filtering raw data to provide data relating to the evolution of the visibility of a website according to different periods of time so as to identify variations of visibility;

a competitors submodule for submitting, at said client's request, visibility studies relating to websites competing with said client's website;

a guarantee submodule for filtering said raw data relating to said client in order to provide data relating to the nature of the service requested by said client; and

a help module for providing information relating to the use of the software platform in order to understand its operation.

68. (Previously presented) The system of claim 61, further comprising a Holosfind Connect Indexing (HCI) module for referencing a website by storing said website in a database of a search tool.

69. (Previously presented) The system of claim 68, wherein said HCI module is operable to read HTML coded content of said website of said client, translate said HTML coded content into a XML document and store said XML document in said database of said search tool.

70. (Canceled)

Application No. 10/523,754

Docket No.: NY-GRYN 215-US

Amendment dated March 20, 2009

Amendment to Non-Final Office Action of March 5, 2009

71. (Previously presented) The system of claim 69, wherein said HCI module is operable to generate and insert a TAG into said XML document to permit counting access to said website by said search tool.
72. (Previously presented) The system of claim 71, wherein said HCI module is operable to display the number of accesses detected by said TAG in real time, and consulting an index of principal terms employed in accessing said website.
73. (Previously presented) The system of claim 72, wherein said HCI module is operable to select a period of time to which said lists of results relate in terms of access.
74. (Previously presented) The system of claim 73, further comprising a Holosfind traffic module for accessing a set of analyses relating to consultations or visits to said website, wherein said set of analyses include at least one of the following: number of visits in one day, the number of new visitors, and the duration of the visits.
75. (Previously presented) The system of claim 74, wherein said client interface module is operable to enable said client to consult a list of the search engines involved, the number of visits generated by each search engine, and the list of the key words considered.
76. (Previously presented) The system of claim 74, wherein said client interface module is operable to enable said client to access pages consulted by Internet users or a summary of a browser or navigation type used by said Internet users on said website.
77. (Previously presented) The system of claim 74, wherein said client interface module is operable to enable said client to analyze languages in which said visits

Application No. 10/523,754

Docket No.: NY-GRYN 215-US

Amendment dated March 20, 2009

Amendment to Non-Final Office Action of March 5, 2009

to said website were carried on and a distribution of said visits in one day, in terms of time zone.

78. (Previously presented) The system of claim 74, wherein said client interface module is operable to enable said client to consult technical information relating to browsers or navigators used by Internet users to visit said website, thereby enabling said client to improve or adapt said website to said browsers or navigators.

79. (Previously presented) The system of claim 74, wherein said Holosfind traffic module is operable to an Internet user accessing said website in real time including at least one of the following identifying information: a host from which said Internet user is accessing said website, a page viewed by said Internet user, duration of said Internet user's access to said website, and items or products accessed by said Internet user, thereby enabling said client to contact said Internet user in real time to exchange information in text mode or send text, audio or video files to said Internet user.

80. (Previously presented) The system of claim 61, further comprising a Find Process module for monitoring the progress of the work performed by said consultant in connection with a predetermined plan by said client.

81. (Previously presented) The system of claim 80, wherein said client interface is operable to offer at least one of the following services to said client:

consultation of information concerning said client's website, and
consultation of referencing and positioning information relative to a competitor's website;

consultation of strategic orientations decided jointly by said client and said consultant;

Application No. 10/523,754

Amendment dated March 20, 2009

Docket No.: NY-GRYN 215-US

Amendment to Non-Final Office Action of March 5, 2009

consultation of title and description of said client's website made by said consultant, appearing in search tools or engines and pertinent keywords by which said client's website can be referenced;

transmission of pages optimized for said client's website by said consultant to said client; and

submission to said client's website by each search tool or engine via submission windows.

82. (Previously presented) The system of claim 81, wherein said consultant interface is operable to enable said consultant to select different types of postings or charts which can be personalized for said client.

83. (Previously presented) The system of claim 81, wherein said consultant interface is operable to enable said consultant to access all services available to said client.

84. (Previously presented) The system of claim 82, wherein said consultant interface is operable to control access to a plurality of websites managed by an operator by said consultant based on same restrictions and terms imposed on said operator in accessing said plurality of websites.

85. (Previously presented) The system of claim 84, further comprising a HolosFindoperator module for providing statistical results on each website in said plurality of websites to said operator and a respective client of said each website, and distribution statistics of products offered on said each website to said operator.

86. (Previously presented) The system of claim 81, further comprising an administrator interface for generating, modifying and eliminating users of said software platform and records kept by said consultant by an administrator.

Application No. 10/523,754

Docket No.: NY-GRYN 215-US

Amendment dated March 20, 2009

Amendment to Non-Final Office Action of March 5, 2009

87. (Previously presented) The system of claim 85, further comprising a Virtual Brain system for providing one or more commentaries representing said consultant's reflection based on said visibility data, said one or more commentaries being determined by comparing said visibility data with visibility data stored in said database and associated with a commentary.

88. (Previously presented) The system of claim 81, wherein said server is operable to generate pages of said server accessible to said client from data stored in at least one data structure.

89. (Previously presented) The system of claim 81, wherein said server is operable to print pages in course of consultation, to provide a help program or an index of principal technical terms employed, and access to documents for downloading.

90. (Previously presented) The system of claim 81, wherein said server is operable to restrict access to only those services for which said client has subscribed with said consultant.